

## ABSTRACT OF THE DISCLOSURE

The present invention is a virtual product designer that allows a user to provide specifications for a custom board level product and receive an instantaneous cost quotation and feasibility assessment of the product. The user may connect through the Internet to a virtual product designer to obtain a cost quotation and design feasibility assessment for a specified product. Functional modules that serve as building blocks for a custom design are defined and stored in a library. Attributes and design parameters associated with the functional modules are used to calculate a cost quotation and evaluate design feasibility. As the user changes design requirements while interacting with the virtual product designer, the user is continually updated on the relevant functional, electrical, mechanical and cost parameters.